MGA presentation to Region 8

Vienna, Austria, March 2024

Antonio Luque
2024 IEEE Vice President-Elect Member and Geographic Activities, on behalf of
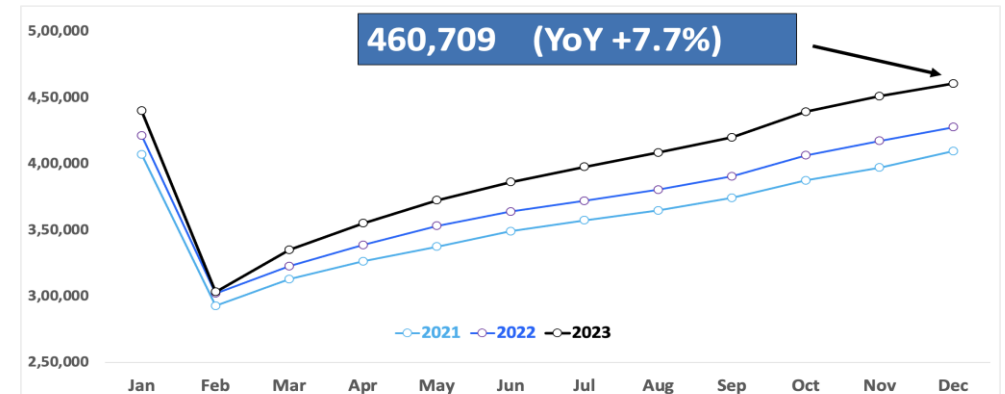Deepak Mathur
2024 IEEE Vice President Member and Geographic Activities

ieee.org

Advancing Technology
for Humanity

The professional home for the engineering and technology community worldwide

Congratulations!
470,000+ members

Total IEEE Membership – December 2023

460,709   (YoY +7.7%)

— 2021 — 2022 — 2023

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

5,00,000
4,50,000
4,00,000
3,50,000
3,00,000
2,50,000

◆IEEE

IEEE Membership Summary

- **Total Membership**: 460,709 members
  - YoY → 7.7% increase
- **Higher Grade Membership** (without GS): 289,653 members
  - YoY → 2.5% increase
- **Total Student Membership**: 171,056 members
  - YoY → 17.7% increase
- **Undergraduate Student Membership**: 113,506 members
  - YoY → 20.9% increase
- **Graduate Student Membership**: 57,550 members
  - YoY → 11.8% increase

All figures are end of December 2023 and reflect the same time period YoY for 2022 unless otherwise noted

◆IEEE

About me

Professor of Electronics Engineering, University of Seville, Spain

- Honorary Professor, Obuda University, Hungary
- Visiting Professor, Harbin Institute of technology, China
- Invited teacher and researcher at Auburn University (AL, USA), Swiss Federal Institute of Technology Lausanne (Switzerland), TEC Monterrey (Mexico), Jade University (Germany), TU Delft (Netherlands).

MGA Vice President-Elect, 2024

- Region 8 Director, 2021-2022
- IEEE Committees: Governance, Conferences, Audit, European Public Policy, HTB
- MGA Committees: MRRC, MELCC, YP, ITCO, ARC, OMCC
- Vice President IEEE Industrial Electronics Society
- Conference General Chair, Transactions Editor, TAB/PSPB PSC, HKN

MGA Strategic Plan

2020-2025

OUR VISION
MGA will continue to provide qual...
for continuous engagement.

GUIDING PRINCIPLES
- Membership is a core value of IE...
- Members individually and collect...
- IEEE enhances members' future...
- Volunteer engagement is a key o...

OUR MISSION
Inspire, Enable, Empower, and Eng...

FOR THE PURPOSES OF...
- Fulfilling the mission of IEEE
- Enhancing members' growth and...
  the member's life cycle
- Providing a professional commun...
  scientists, and technologists
- Providing a way to employ technologies to serve
  communities globally
- Offering an opportunity for external individuals, organizations,
  and industry to engage with IEEE for the benefit of humanity

- **Vision**
  - MGA will continue to provide quality member **opportunities** for continuous **engagement**.
- **Mission**
  - **I**nspire, **E**nable, **E**mpower and **E**ngage Members of IEEE
  - For the purposes of:
    - Fulfilling the mission of IEEE
    - Enhancing the members growth and development through their life cycle
    - Providing a professional home

- Support and encourage local geographic units in providing services and value to IEEE members
- Increase operational efficiency and effectiveness within MGA

Approved by the IEEE Member and Geographic Activities Board, June 2021

◆IEEE
Advancing Technology
for Humanity

MGA Strategies
- Strengthen the value of IEEE membership at each stage of the member's life cycle
- Support volunteering and facilitate member and nonmember collaboration
- Strengthen the relevance of IEEE membership to industry
- Promote diversity, equity and inclusion
- Improve member development and services based on data
- Enhance the relevance of information available to the member and to geographic units
- Provide a simple, consistent, personalized interface to members and prospective members

MGA Goals
- Increase member engagement and grow membership
- Improve relationships with and among members
- Enhance collaboration and cooperation with and among IEEE organizational units and external organizations
- Support and encourage local geographic units in providing services and value to IEEE members
- Increase operational efficiency and effectiveness, within MGA

OUR V

MGA w
for con

GUIDI

- Mem
- Mem
- IEEE
- Volun

OUR N

Inspire,

FOR T

- Fulfill
- Enhar
  the m
- Provic
  scient
- Providi
  communi
- Offering an opp
  and industry to engage with IEEE for the benefit of humanity

mga.ieee.org/strategic-plan

Approved by the IEEE Member and Geographic Activities Board, June 2021

IEEE
Advancing Technology
for Humanity

Focus

- **Member retention** and progression of Students to Young Professionals.

- **Developing more volunteers to lead IEEE:** IEEE is a volunteer led organization and we need a steady stream of **qualified** volunteers to lead the way. (Engage, Develop, Train)

- **Diversity in IEEE membership and leadership:** Gender/Profession/Age/Region/Countries- Brings diversity of ideas, thoughts, best practices and better perspective.

- **Maximize** use of CLE and Collabratec

- Work **collaboratively**

- Staff and volunteers form great **team**.

- IEEE is **global** but implementation should consider **local** needs

https://blog.rescuetime.com/finding-focus/

2024 MGA Board

Antonio Luque
MGA VP-Elect
Region 8

Deepak Mathur
IEEE VP, MGA
Region 10

Jill Gostin
MGA Past Chair
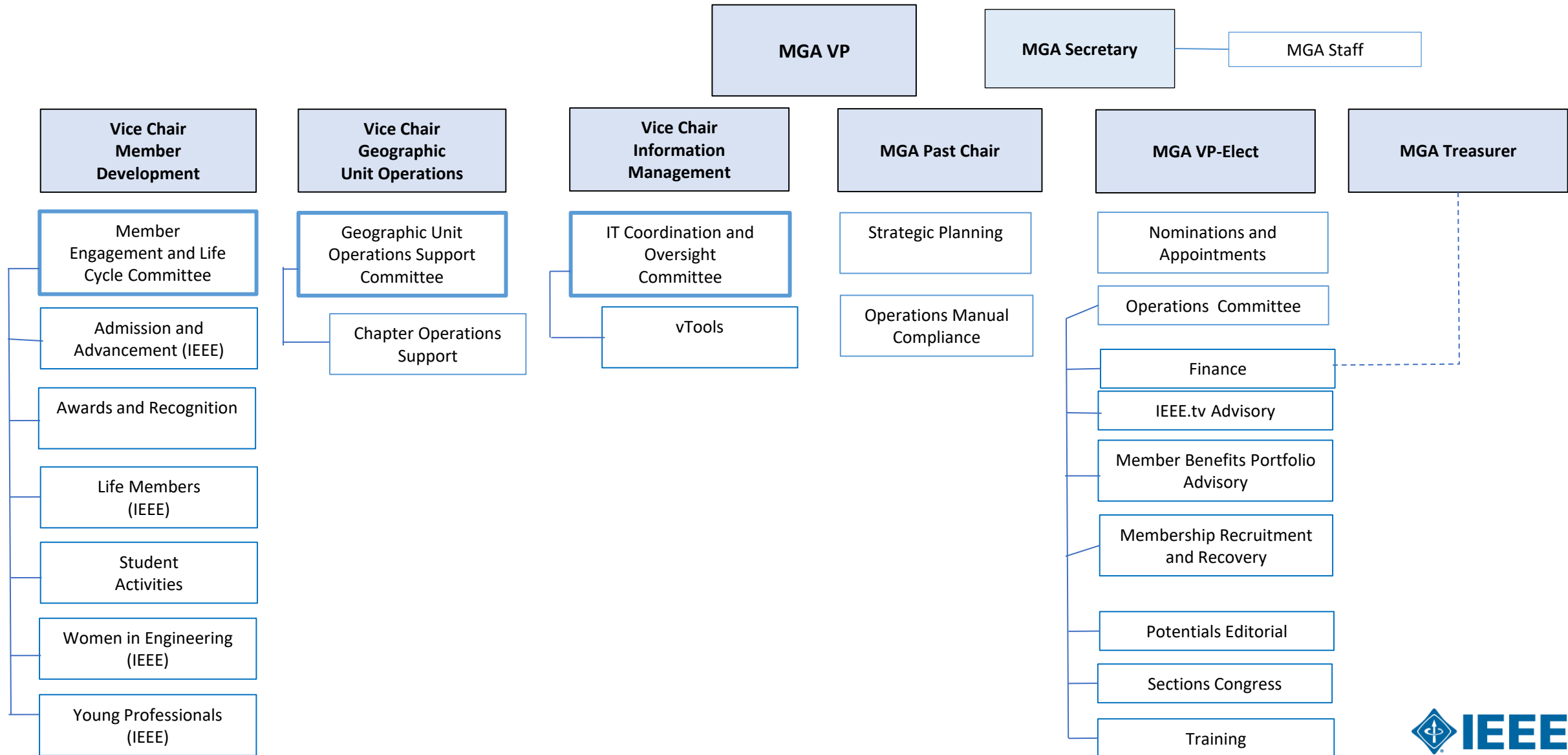Region 3

Greg Gdowski
MGA Treasurer
Region 1

Cecelia Jankowski
Secretary

MGA Board Members
- MGA Board Chair (VP)
- Chair-Elect
- Past Chair
- Treasurer
- 3 Vice Chairs (Geo, Mbr Dev, Info Mgmt)
- 10 Region Directors
- 2 Zone Representatives (Regions 8 & 10)
- Secretary (nonvoting)

IEEE Member and Geographic Activities Board Committees (2024)

MGA VP

MGA Secretary — MGA Staff

Vice Chair Member Development
- Member Engagement and Life Cycle Committee
- Admission and Advancement (IEEE)
- Awards and Recognition
- Life Members (IEEE)
- Student Activities
- Women in Engineering (IEEE)
- Young Professionals (IEEE)

Vice Chair Geographic Unit Operations
- Geographic Unit Operations Support Committee
- Chapter Operations Support

Vice Chair Information Management
- IT Coordination and Oversight Committee
- vTools

MGA Past Chair
- Strategic Planning
- Operations Manual Compliance

MGA VP-Elect
- Nominations and Appointments
- Operations Committee
- Finance
- IEEE.tv Advisory
- Member Benefits Portfolio Advisory
- Membership Recruitment and Recovery
- Potentials Editorial
- Sections Congress
- Training

MGA Treasurer

Key MGA Committees Supporting Local Units and Volunteers

- Geographic Unit Operations Support Committee, "GUOS"
- Chapter Operations Support Committee, "ChOS"
- Training Committee
- Member Engagement and Life Cycle Management, "MELCC"
  - IEEE Admission and Advancement
  - Awards and Recognition
  - IEEE Life Members
  - Student Activities
  - Women in Engineering
  - Young Professionals
- vTools
- Operations Manual Compliance

2024 MGA Priority Projects

Priority Projects support MGA strategic areas and goals. Approved by the MGA Board in November 2023

Membership - A core MGA responsibility and strategic focus. These projects build on key member strategies and sustaining operations. They add specific focus due to particular ad hoc efforts from the IEEE BoD and MGA

- ‣ Expanding the IEEE Membership Prospect Universe
- ‣ Develop Strategic Roadmaps and Action Plans
- ‣ Improve Student Retention and Student to YP Transition

Geographic Unit Vitality – A competitive advantage of IEEE and MGA's strategic focus. These projects define new capabilities that are underway or being created to strengthen the resources available to local geo units for engaging members and the public.

- ‣ MGA Volunteer Training Strategic Planning

Major IEEE-wide and MGA-led initiatives that will require significant volunteer and staff efforts to achieve successful completion.

- ‣ Sections Congress 2023 Recommendations
- ‣ MGA Finances
- ‣ NextGen Adoption
- ‣ Region Realignment Implementation

Digital Strategy and Initiatives ensure MGA and the Geo Units have the necessary tools and related resources to meet current needs, and support online IEEE program/service delivery.

- ‣ vTools for Chapters
- ‣ vTools Single Candidate Slate Approval Automation

IEEE

2024 MGA Ad Hoc Committees and Working Groups

- Established IEEE MGA Ad Hoc on Local Unit Risk Mitigations: Rob Anderson

  ➤ to define processes for mitigating risks to MGA from local units.

- Continuation of MGA Region Realignment Implementation Ad Hoc: Celia Desmond

  ➤ to follow a multi-year roadmap, and to begin acting on items assigned to 2024 - oversight of the implementation schedule and budget for realignment.

- IEEE MGA Ad Hoc Committee on Assessment of and Plan for Sections Congress 2023 Top 3 Recommendations: Francis Grosz

  ➤ strategically review SC2023 top 3 recommendations and suggest possible course of action for implementation.

- Continuation of Local Groups Working Group: Costas Stasopoulos

  ➤ improving and streamlining the process of Local Group formation.

- Supporting IEEE President's Key Initiative, established Ad Hoc led by MGA, 'Engaging Students and Young Professionals in Industry': Subodha Charles

  ➤ Exploring opportunities to retain student and early career members

◆ IEEE

How do we connect?

Directors Forum

A platform to share:
- Ideas, best practices, concerns

A platform to:
- learn from each other
- brainstorm to find solutions collaboratively

A platform to suggest:
- Action(s) – implementable within specified time frame

https://robknappdesign.com/the-power-of-brainstorming/

2023 November – 2024 February – 2024 June - 2024 November

Nov'23:

'Lessons learned' driven engagements and strategies: (from strengths of Regions)

Feb'24:

1. Effective member engagement programs addressing retention and transitions.
2. Developing volunteers for Region, MGA and IEEE leadership roles.

2024 Initiative

Monthly Online Meetings with Region Directors

- Enhanced interactions

- Understanding the ideas and concerns of each other

- Collective problem solving – discussion and brainstorming

- Outcome of our discussions must be actionable

- First meeting was on 29 January

  - Jen Castillo, R9 Director - Elections in Sections

  - Matt Francis, R5 Director – Suggesting new guidelines for OU Governing Documents

  - Andrew Lowery, R2 Director - Poor interest in Awards and N&A in some Regions

  - Eric Grigorian, R3 Director - IEEE activities with High School/Secondary students

◆IEEE

Resources

Chapter Support and Collaboration

- **Chapters are supported by both MGA** (Section, Region, or Geographic Council) **and Technical Activities** (Societies/Technical Councils)

- **Many Societies/Technical Councils have robust Chapter programs that include:**
  - ✓ Financial support
  - ✓ Distinguished Lecturers
  - ✓ Mentorship / Support Resources
  - ✓ Outstanding Chapter Awards

- **Collaborate with Societies/Councils on Local Programs and Events**
  - ✓ Reach out to your local Chapter Chairs
  - ✓ Communicate with your Student Branches and SB Chapters

- **Form new Chapters and Student Branch Chapters in your Section**
  - ✓ Contact Society/Technical Council Chapter Coordinators for support

Sections, through their Chapter Chairs, will be able to access more support for their local members.

Regions & Sections Can Benefit from Partnering with Educational Activities (EA)

Program	Engagement	Benefit	Connect
Powered by IEEE TRYEngineering.org	Have experts from your region/section create lesson plans or engineering profiles for teachers and students	• Inspire youth about your technology	IEEE TryEngineering Facebook Twitter
TRYEngineering TUESDAY Brought to you by IEEE Educational Activities	Have experts in your region/section showcased in our webinar series	• EA does most of the heavy lifting and promotion • Makes region/section experts relevant to Pre-U audiences	IEEE TryEngineering Tuesday
TRYEngineering STEM Portal	Have your region/section volunteers learn from existing program examples or provide their own	• Volunteers with a passion for Pre-U STEM outreach find how-to guides and resources, and connect with a community of others doing the same	STEM Portal
TRYEngineering IEEE STEMGrant	Funding grants to support STEM outreach work in local regions and sections community	• Selected recipients receive funding after the successful completion of the grant activity	STEM Grants

Regions & Sections Can Benefit from Partnering with Educational Activities (EA)

UNIVERSITY

Program	Engagement	Benefit	Connect
EPICS IN IEEE — Engineering Projects In Community Service	Spread the word about grant opportunities for students Fund grants through the IEEE Foundation	• Gives university students the opportunity to apply learning to improve their community	EPICS in IEEE Newsletter Sign Up Facebook Instagram Twitter LinkedIn
IEEE Teaching Excellence HUB	Get the word out about this resource Ask your region/section volunteers to contribute content	• Your group can become more relevant to instruction focused professors and administrators	Teaching Excellence Hub Newsletter Sign Up
HKN — IEEE Eta Kappa Nu	Participate in virtual and in-person events	• Connect with some of the top students in IEEE's fields of interest and promote your region/section activities	IEEE-Eta Kappa Nu Facebook Twitter LinkedIn Instagram YouTube
ABET	Ask your volunteers to become program evaluators (PEVs)	• Opportunity to participate in the process of ensuring high quality engineering and engineering technology programs in ABET participating institutions	ABET

Regions & Sections Can Benefit from Partnering with Educational Activities (EA)

Program	Engagement	Benefit	Connect
Continuing Education Products *including* IEEE *eLearning* LIBRARY	Access eLearning courses offered to members	• Access and promote courses with professional instructional design	IEEE eLearning Library Newsletter – Sign Up Now Facebook Twitter LinkedIn
IEEE LearningNetwork	Access this online portal for continuing education products from organizational units and societies across IEEE	• Increase member awareness of educational offerings • Highlight benefits of IEEE membership including AN ADDITIONAL 50% OFF ILN COURSES	IEEE Learning Network ILN Updates – Sign Up
IEEE CREDENTIALING PROGRAM	Offer IEEE Certificates and Digital Badges for IEEE Events	• Offer participation certificates and digital badges or PDHs or CEUs at your events • Central administration for learners linked to their IEEE account	IEEE Credentialing Program
IEEE Innovation at work	Free webinars, course announcements, and resources for our global engineering audience	• Utilize the content for a region/section event • Share with members to highlight benefit of IEEE membership	IEEE Innovation at Work

Opportunities with IEEE Humanitarian Technologies Board (HTB) and IEEE SIGHT

INDIVIDUAL MEMBERS
- **Submit** a project to a call for proposals
- **Add** free SIGHT membership to your IEEE membership
- **Form** a SIGHT Group to assess needs in your local community, apply for financial resources, and implement a sustainable technological solution
- **Read** the Annual Report and Success Story Portfolio – your story may be published!
- **Take part** in the free, online courses on humanitarian technology and sustainable development topics on the IEEE Learning Network (ILN)
- **Donate** to the IEEE SIGHT Fund of the IEEE Foundation. Your contribution of any amount helps HTB/SIGHT transform the lives of individuals and communities around the world

IEEE ORGANIZATIONAL UNITS
- **Identify** ideas for collaboration and joint programs
- **Publicize** HTB|SIGHT opportunities so your members can benefit from them

IEEE

Local Standards Volunteers' Activities

MGA chapter members will benefit from tight bundling with IEEE SA volunteers.

Standards volunteers bring to the table:

- Knowledge of the IEEE standards development process,
- Access to information about the IEEE standards in development,
- Ability to participate in review and balloting process for new IEEE standards,
- Facilitate partnership between Industry and Academia in development of emerging technology standards

- Promote IEEE SA objectives in the geographical region of the Chapter.
- Inform local Industry, Academia and Government about relevant IEEE Standards projects
- Identify local, regional or global standardization opportunities for IEEE SA
- Host Standards Education and training events for local industry, academia, government
- Recruit membership for IEEE SA
- Support professional development activities established by IEEE, such as Women in Engineering (WIE), Young Professionals (YP), IEEE Diversity and Inclusion
- Search for eligible candidates and support nomination for Fellow grade as well as IEEE and IEEE SA awards and recognition for Standards Activities volunteers
- Support Senior Member elevation of Standards volunteers
- Host pre-standardization activities
- Sponsor standards-related IEEE Meetings, Conferences, and Events
- Cosponsor non-IEEE events that are aligned with IEEE SA objectives.

An IEEE initiative is a new program, service, or product

… that will provide **significant benefit** to members, the public, the technical community, or customers,

… or which could have **lasting impact** on IEEE or its business processes

Initiatives must be of strategic importance to IEEE

Initiatives are **not operational necessities** at the time of their initiation

Projects that can be funded by appropriate baseline budget reductions within the unit are not classified as initiatives

> **NIC looks for projects that will further IEEE's strategic goals.**

Seed Grant: Funds innovative or pilot projects that require US $40,000 or less and take 12 or fewer months to complete

Phase 1: Project Description

↓

Phase 2: Seed Grant Proposal

- An idea is submitted
- NIC provides feedback for consideration via email

- A proposal is submitted
- NIC meets to vote to fund or not to fund at their next meeting
- If approve, funding is granted immediately

*Funding to work with a business consultant early on to create a project plan is available through this process

New Initiatives Process – Three Phases

New Initiatives: Large–scale projects typically seeking US $100K or more for up to three 12–month periods

Phase 1: Project Description

- An idea is submitted
- NIC provides feedback for consideration via email

Phase 2: Preliminary Proposal

- Preliminary Proposal is submitted
- NIC meets and votes whether to invite a Full Proposal and Business Plan

Phase 3: Full Proposal and Business Plan

- Full Proposal and Business Plan
- NIC meets and votes whether to recommend to the IEEE Board of Directors to fund the initiative

Young Professionals Opportunities and Resources

- Mentoring

- Networking

- YP Climate and Sustainability Taskforce

- Young Professionals Awards

- Young Professionals Newsletter

- Impact Blog

- Event Funding

Funding Opportunities from YP and Student Activities Committees

Young Professionals Event Funding supports Affinity Groups and Societies hosting local activities, Student Transition and Elevation events (STEP), and Meetups at IEEE conferences up to $1,500 per activity.

More info at:
Young Professionals Event Funding

Student Professional Awareness (SPAx) provides funding to IEEE Student Branches for the organization of events that assist students in their exploration of career development topics, up to $500 per event.

More info at:

Student Professional Awareness

Funding Opportunities from IEEE WIE

- IEEE Women in Engineering (WIE) encourages the development of local activities that add professional value to IEEE WIE members and are aligned with the WIE mission.
  https://wie.ieee.org/funding/

  - **Initial Funding** – Newly established WIE Affinity Groups (AG) and WIE Student Branch Affinity Groups (SBAG) are eligible to request up to US$200 in start-up funding.

  - **Special Funding** – WIE AGs and WIE SBAGs may request up to US$400 in funding for special projects or activities.

- Sample activities include: IEEE WIE workshops, IEEE WIE panel sessions at IEEE Society conferences, joint IEEE WIE/Young Professionals activities, etc.

The professional home for the engineering and technology community worldwide

Funding Opportunities from Life Members Committee

- Leadership Congresses - Funds each Region up to $1,500 USD for region-wide leadership congresses for students and young professionals

- Local Activities - Reimburses Life Member Affinity Groups for events serving Life members

- More information about IEEE Life Members program available at life.ieee.org

Volunteers and Staff…
We have deep appreciation and respect for your dedication, commitment and contributions for IEEE.

Thank you

deepakmathur@ieee.org, aluque@ieee.org